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Number 5.

MAY, 1904.

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THE SMOKER'S MAGAZINE

The Only Magazine
ISSUED SOLELY
IN
THE INTERESTS
OF
THE SMOKER
And Tobacconist.



PUBLISHED BY
THE SMOKER'S MAGAZINE CO.
— NEW YORK. —

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VOL. XII.

NEW YORK, ~~APRIL~~ MAY 1904

No. 5

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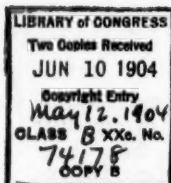
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THE SMOKER'S MAGAZINE

 A Magazine of Business,
Recreation and Smoke 

Volume XII.

NEW YORK, MAY, 1904.

Number 5.

The Advertising of Smokes.

PUBLICITY is the life blood of trade and this is especially true in the cigar business. Publicity is only another way of saying "advertising," and the shop-keeper or business man who has no need for publicity and advertising does not live.

A man may *think* he does not need advertising, but he will not go far, in any line of business, before he will realize his error and see that he can't get along without it. Consider the question carefully, for a moment, Mr. Merchant, and see what it would really mean to get along without advertising of any sort—such an establishment would be a queer looking place, indeed.

Picture in your mind's eye a store without any sign over the door, no name or lettering of any

nature on the window glass and no goods on display—simply a plain, common, everyday sort of a store, which to get along without advertising must necessarily not show any goods, and would therefore look like an empty store! This would mean the erection of a petition just inside the door in order to shut off the view from any possible passer-by who might in an unguarded moment glance in at the door or window. Such an establishment would not have any printed letterheads, envelopes, cards or any other advertising matter, and would of course be without men on the road or representatives of any kind—it would naturally be very difficult to get anyone to work for such a dead concern.

The Proprietor of such a business, provided it might be so mis-called, should sit in the back door

and he would without doubt have plenty of time for such recreation as he surely would not be annoyed by people who wanted to buy goods. Should this man stand in the front door of his store it would be nothing more or less than advertising—it would advertise the fact, or at least refresh the memory of some one of the old inhabitants, that he was doing or trying to do business at that location; this he could not do, for in this pen picture advertising is tabooed. Therefore, Mr. Slow Man would have to enter and leave his store through the alley and the rear door.

No business man can get along without advertising—advertising gives publicity to the fact that certain goods are handled and on sale at his establishment. Publicity is obtained in a thousand and one ways, but the best and most effective method for the cigar store man is through his show window and the generally prosperous appearance of his stock and store. Newspapers, magazines, programmes, cards, booklets, folders and so on and so forth, are all good advertising in their proper place when properly used; but the show window for the cigar man every time.

Does the average cigar retailer give as much time and attention to this branch of his business as he rightly should? It is pleasing to note that *he does* considerably more along this line than he used to in former years; and THE SMOKER'S MAGAZINE is entitled to credit for a large portion of the improvement in the appearance of show windows in cigar stores throughout the country, being the only publica-

tion that has made a special feature of this particular end of the cigar business—to be sure, there have been imitators, in a watery fashion, and columns upon columns of our original matter have been copied, without credit, throughout the world of tobacco.

The busy cigarman who has not the time to devote to the proper preparation of window displays should appoint one of his clerks to look after the detail work and the proper carrying out of his ideas and instructions—employ an extra man, if necessary, with the title of Advertising Manager, and let him devote his entire time to securing the greatest possible amount of publicity for the store—the adoption of this plan would prove profitable.

During the baseball season the scores of all the clubs should appear in the better sort of cigar stores. Sufficient room for a moderate size bulletin or score-board can be found in the store and such a board can be made as cheaply or expensively as one may desire—a large slate can be used to good advantage or a piece of black silicate can be obtained in almost any size ruled with white lines and framed, and the scores be filled in with white chalk. The base ball scores may be obtained at a nominal cost from one of the telegraph or through the local newspaper—if this method is considered too costly, two or three editions of the afternoon and evening papers will give the scores, which may then be posted on the board. It is well however to get the name of having the score *first*, which may be ob-

tained by telegraph at a moderate cost, which will be money well spent, and prove excellent advertising for the store.

In order to get the best possible results from this plan the score should be on exhibition inside the store—not in the window. The scheme that will bring people *inside* your store is the best one—provided you place a score in your window it then does away with the necessity of a man stepping inside to see how the clubs stand. Having the score inside the following announcement should be displayed in the window.

"SHORT STOP"

Inside for a
glance at the

**BASE
BALL
SCORE**

An excellent idea to make the store the centre of attraction for those interested in base ball, might be accomplished by offering a prize of a box of cigars every week to the customer who makes the nearest estimate as to the standing of the various clubs or the club winning the most games in one week, say on every Wednesday evening—all estimates to be in one week in advance and every purchaser to the amount of 25c. to be allowed

one estimate. This idea may be made a winner and we suggest Wednesday night, rather than Saturday, for the reason that Saturday is generally a busy day and the average man is himself more busy than usual, or out of town.

When the winner is decided it will prove a good advertisement to announce in the window something as follows:

Game of Base Ball

**BOX OF GOOD
CIGARS
FOR NO. 47.**

Open to All Smokers

It would be substantial advertising to attract base ballists to the store at the nominal cost of one box of cigars a week.

Whenever you lose a regular customer, make it a special and personal matter to learn the reason why he stopped trading with you. Many times it is a fancied grievance only; see him and have a pleasant and friendly little talk with him, which will doubtless result in bringing him back to the store again.

An occasional announcement making a play on base ball expressions of all sorts can be thought out and prepared so as to attract

extra attention to the store and window and the stock of goods. Try the following:

YOU'RE SAFE

IN BUYING THIS
CIGAR AS IT IS
MADE SO AS TO
SATISFY YOU.
SMOKE ONE
AND YOU WILL
WANT 'NOTHER
FOR THEY ARE
GOOD ENOUGH
TO MAKE YOU

STEAL SECOND

Any other wording that may occur to the cigar seller as being appropriate may of course be substituted—the original suggestions made here may be used literally or merely as thought promoters.

It is most unwise to put a negative into a man's mouth when making him a proposition or selling him a bill of goods. Such a question as "You don't want any Cuba plug to-day, do you?" will be answered nine times out of ten by the word "No." It is far better to say "How much Cuba plug do you want to-day?" which, being in the affirmative, suggests to the buyer that he wants some and leads his mind away from the negative word "None." How many people have you heard say "You ain't got a

match, have you?" when they mean "Have you a match?" This, of course, is a somewhat different story than trying to sell a man a bill of goods, but it illustrates how some people say things backwards.



A show card of a general nature, which when it first appears to the casual observer will prove startling in the extreme, might read as appears here.

MATCHES

FREE Cigars

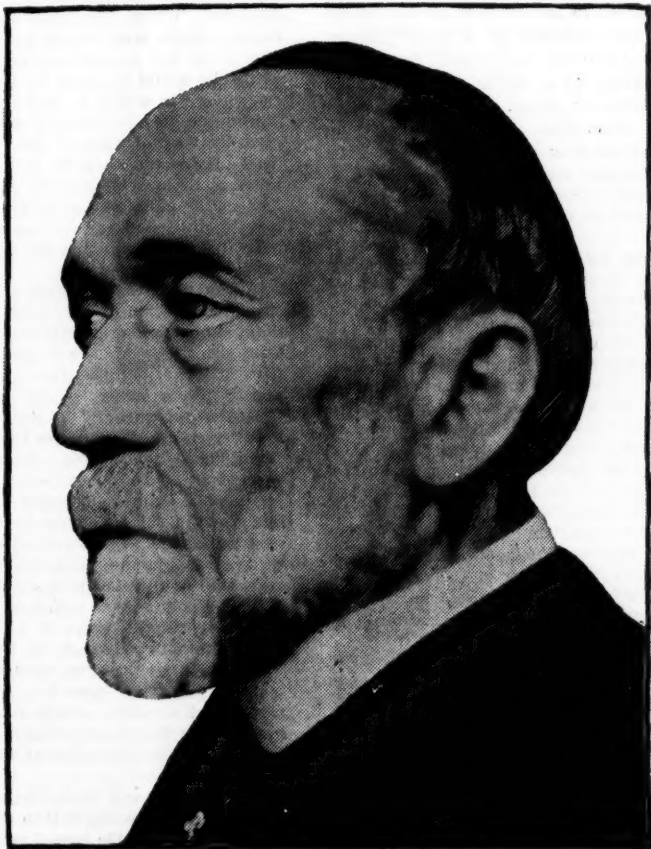
VERY GOOD ONES

5 TO 50 EACH.

This will attract attention to the window provided the idea is carried out as shown here. The lines above and below being very small while the words "Free Cigars" should be brought out in a bold and exceptionally strong letter.

—The American guests at the Grand Hotel, Yarmouth, Nova Scotia, recently organized the Churchwarden Pipe Club, and adopted an unique set of by-laws and rules. Any member breaking his pipe is fined 10c. and must provide himself with a new pipe.

Advertisers of good goods for men find THE SMOKER'S MAGAZINE a profitable proposition. Try it.



SENATOR THOMAS C. PLATT OF NEW YORK.

Thomas C. Platt, for many years Republican leader of New York state, seems to have been succeeded as leader by Benjamin B. Odell, Jr., governor of the Empire State. Senator Platt is in his seventy-first year.

THE TIGER MAN.

Recently there died in India a Hindoo who was known as the Tiger Man. He was a high caste native, given to his books, and much of his philosophy has been quoted in European countries. He lived in the ruins of an old temple on the outskirts of a dense jungle, and there he made and maintained his fame as a tamer of wild beasts, particularly tigers. He did not actually tame them, but the influence he exercised over them was no less than wonderful. Even with a thousand witnesses to corroborate facts one finds it hard to believe in some of his doings.

Had he been so minded he could have cleared the whole province of tigers in two or three years and enriched himself with the bounty offered for their heads and the heads of other dangerous beasts and deadly serpents, but he positively refused to bring harm to a single denizen of the jungle. He would throw no obstacle in the way of hunters, and he expressed no sorrow when he looked upon a tiger slain by others, but he had laid down a rule, and nothing would induce him to swerve from it. It often happened that natives who had lost relatives or oxen by the hunger of the king of the jungle came to him and prayed for vengeance, but in every instance his reply was:

"I am sorry for you, but tigers must have food as well as men. I will not help you to kill one, but I will talk to the beasts and ask them to be more careful hereafter. I am sure they will do this for me."

As soon as the Tiger Man's reputation began to spread there were many who desired to put him to the test, and during the long years of his life it was seldom that he refused. A hundred times over he has gone out into the jungle alone at night and called a tiger to him and led the beast to the ruins for all to see. Sometimes the tiger would crouch and creep and whine, and again he would be fiercely defiant and menace the spectators.

If the report came that a tiger in a certain district had killed a human being, the man would set off for the place

without asking for fee or reward. He would learn all he could about the beast and then enter the jungle to search him out. Sometimes he would be seeking for several days, and when night overtook him he made his camp among the beasts and serpents of the thickets. When the tiger had been found, which was nearly always the case if he had not left for another locality, he would be taken by the ear to the village in which he had seized his victim and then be made to roll in the dust by way of apology for his misdeed. He would then be told that he must go at least fifty miles away and live on the game of the jungle for the next month, and it has been proved over and over again that the tiger never failed to disappear.

It was with the knowledge and active participation of a governor of India and not more than fifteen years ago that the Tiger Man was put to the hardest test of his life. He claimed immunity from every species of wild beast and serpent, and he was sent into a jungle in which three full grown tigers had taken refuge from some sportsmen, one of whom was the governor. The hunt had ended at dusk, and the Tiger Man would have darkness against him as he pushed his way through the jungle. The locality was known to be infested with cobras, and just as the hunt was called off one of the party caught sight of a "rogue" elephant stealing through the thicket.

No money would have hired a white man to penetrate into the jungle at night, and a native would have lain down in his tracks and refused to stir, no matter what punishment threatened.

There were more than forty people left behind as the Tiger Man set forth upon his errand. He bowed before the governor and said he would bring in at least one of the tigers—one which had been slightly wounded by a bullet. He was heard whistling and chanting as he penetrated the thickets, and he was absent about three hours. When he returned there were both commotion and consternation. He was leading the wounded tiger by the ear and was followed by the two others, and after the tiger came the elephant. There was yet more. Around the man's left arm

was twined a huge cobra with glittering eyes, and across his neck and shoulders was another.

"Sahib, I bring you these presents from the jungle," said the Tiger Man as he halted a few yards away.

But the governor didn't want them. What he wanted was to see them restored to their native wilds as fast as possible, particularly as the elephant evinced a disposition to charge the crowd. The Tiger Man had the advantage, and he kept it for a long half hour. He played with the deadly cobras as if they had been twigs of willow, and they made not the slightest attempt to bite him. He spoke to the tigers in a dialect they seemed to understand, and though they growled and showed their teeth they did his bidding as he asked them to leap over each other. The elephant was ordered to march back and forth and to pick up things with his trunk, and he was as obedient as an ox.

When the crowd of spectators had been kept on edge for many moments and everybody feared a tragedy of some sort and was ready to beat a retreat, the Tiger Man placed the writhing serpents on the ground and raised his arm and spoke to the elephant and the tiger. The next moment he stood alone, bowing to the governor, while his strange pets were in full retreat to the jungle. M. QUAD.

Eskimo Tastes.

There is certainly no accounting for tastes, and surely the strangest is that of the Eskimos. Tallow is their candy. It is put up in bright red packages made out of the feet of waterfowl. The women cut off the red feet of this bird, which is called the dovekie, draw out the bones and blow up the skin so as to make pouches, which they fill with the reindeer tallow for their little folk.

None of the food that the Eskimos eat seems very inviting to us, but they are extremely fond of it and are very apt to overeat. It is said by explorers who have gone into Greenland that it is no uncommon sight to see an Eskimo man who has eaten an enormous meal of the raw, frozen flesh of the reindeer, seal or walrus lying on his back and eating blubber until he cannot move.

HOW HE WAS SNARED.

My definition of a genius is one who does things the wrong way with the right results.

The Marroquills lived in a flat on the seventh story of a building facing the park. On the third floor lived the Tuckers. In the Marroquill family, which was a large one, was the oldest daughter, Jeannette, only eighteen years old, but with a remarkable head on her shoulders. Jeannette knew perfectly well that she must be provided for, or, rather, that she must provide for herself by securing a husband. The Tucker family was small, there being but one child, Adolph Tucker, twenty-one years old, and just come into an estate from his grandmother of \$200,000. The Marroquills did not know the Tuckers nor the Tuckers the Marroquills, but the wife of the janitor had told Jeannette all about the Tuckers and the fortune. Besides, Jeannette had gone up in the elevator with Adolph Tucker and considered him "perfectly lovely."

Jeannette was determined to make Adolph Tucker's acquaintance. But how? There are many sets in large cities, and the two families belonged to different sets. Jeannette never found one of her friends who happened to know the Tuckers. Nevertheless she felt no doubt whatever that she would make young Tucker's acquaintance.

She was leaning out of her window one summer morning looking across the street below in the park. Hearing the patter of footsteps on the sidewalk, she looked down and saw the object of her wishes, who had just come out from the house, standing on the sidewalk in immaculate costume.

Miss Marroquill was not only a girl of resource, but her conceptions came to her like lightning and were executed nearly as rapidly. Rushing to a stand, she filled a pitcher, returned to the window and poured the contents on Mr. Tucker, aiming for the streak of sunlight that glistened across the top of his silk hat. Waiting only till she had seen a splash like a radiating fountain, she set down the pitcher and, seizing a newspaper, fixed her eyes intently upon it.

Mr. Tucker, who was a fiery young

man, first shook himself like a dog which has just emerged from a swim, then, going across the street muttering maledictions, stood on the opposite sidewalk and looked up to discover whence had come his unwelcome bath. A number of windows in the flats above were open, but only one window was occupied, and there sat Miss Marroquill. Mr. Tucker was sure that she was the aggressor.

Mr. Tucker went to his room and again made himself immaculate. Half an hour later he emerged from the building covered by a silk umbrella with a silver mounted handle. When he returned he had made up his mind for the most bitter revenge man can take on woman. He had resolved to make the acquaintance of the girl who had so wounded his dignity, win her heart and throw it to the winds.

Just why Mrs. Tucker took it into her head to call upon Mrs. Marroquill never was satisfactorily explained. The call was returned and was followed by another from Mrs. Tucker, with a request to be permitted to bring her son. Miss Marroquill, armed with her daintiest costume, met Mr. Tucker ready for a fight to the finish. She did not know his intentions, but believed they were vengeful. Mr. Tucker said nothing about his ducking, but made himself as fascinating as possible. Miss Marroquill accepted his attentions and made it as pleasant as possible for Mr. Tucker. Indeed it was apparent to him that all was working well till one morning, when emerging from the building, he received a second cold water bath. This time, though he looked up with surprising quickness, he saw no one at the Marroquills' window.

Mr. Tucker was surprised. He could understand the girlish freak that had led Miss Marroquill to give him his first ducking, but had supposed he had made an impression and would be at least treated with proper consideration. He began to feel that he was not after all an object of the slightest reverence to Miss Marroquill, for he did not doubt that she was this second time the aggressor. His future action was not clear to him, but upon consideration he finally resolved to cut Miss Marroquill the next time he should meet her. A

few days later when he passed her coming out of the door of the apartment house he turned his head.

Miss Marroquill had now done everything she could to entangle Mr. Tucker. If he was caught he would soon show it; if not, there was nothing more to be done.

The two did not see each other again till one day they met in the elevator. Mr. Tucker turned red, then white. Miss Marroquill chatted glibly with a friend, apparently forgetful of her former acquaintance with Mr. Tucker. Then her cousin, Tom Martin, came and passed a week with them, and Mr. Tucker saw her going out with him for walks in the park.

This was the last round. One day Miss Marroquill received a note from Mr. Tucker saying that he would like to be permitted to call that evening and make an explanation. He received no reply. Three days after Mr. Tucker saw his enemy go into the park alone for a walk. He followed and joined her. The result of the meeting was a humble apology from Mr. Tucker for cutting her. As to an apology from her for ducking him, it was forgotten owing to Mr. Tucker's condition. He declared that away from or at enmity with her he would go mad. Since their marriage Mr. Tucker has made many apologies, Mrs. Tucker never one.

Why the Mexicans Call Us Gringos.

In the southwest, especially along the Mexican border, Mexicans are vulgarly called "greasers" by the American cowboys and ranchers. The Mexicans have retaliated by contemptuously referring to the Americans as "gringos," unconscious that they are using a word of American origin first applied to themselves.

During the Mexican war the army of Santa Anna was composed mostly of Indian peons who could neither shoot, drill nor fight. To distinguish these ignorant recruits from the trained regulars the Americans called them "greenies," and the Mexicans, with their Latin pronunciation, converted it into first "greenos," then "gringos." Later they applied it to those from whom they had first heard it, thinking it meant something especially bad.

Fads.

"Women are not the only ones who have fads," said an observing individual during a discussion on fads. "I know a contractor in New York who goes about buildings he is constructing and extracts bent nails from waste lumber. He straightens them out and tosses them into a nail box. It is not because he is penurious, for he is quite generous. It is just a fad. I know a banker in New York who has all envelopes laid on his desk after the letters have been taken out. Then at his leisure he cuts the envelopes apart and lays the addressed sides in a pile to be used for scratch pads or memorandum pads. That is his pastime, or fad, if you will. There is a rounder uptown who never passes a hotel without going in and looking over the register. And I know that he is never expecting to find a familiar name. He told me when I chided him about it that he didn't know why he did it unless it was his fad."—New York Commercial Advertiser.

Dromedaries Smoke Cigars.

There is no reason why a dromedary should not be partial to a good cigar. Most dromedaries, according to a menagerie proprietor, are particularly fond of tobacco smoke and can be made to do almost anything under its influence.

"Travelers in Egypt," he asserts, "rely more on tobacco smoke for their control over these huge beasts than anything else. When traveling on long journeys the dromedaries are in many cases required to travel night and day without rest, and the beasts are kept up to their tasks by smoking cigars. The driver carries a triangular piece of wood, which is pierced at one point like a cigar holder. This is inserted in the mouth of the beast, the cigar being lit and pressed into the hole in the same fashion followed by man.

"The dromedary immediately closes its eyes and puffs away through its nostrils until the cigar is burned away. The indulgence appears to refresh it, and the keeper has no difficulty in persuading the animal to plod on without further rest."—Pearson's.

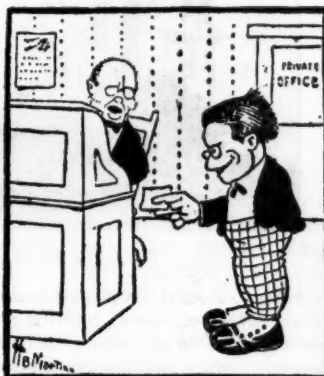
He Was Right.

Maud—Generally speaking, women are—

He (interrupting)—Yes, they are.

Maud—Are what?

He—Generally speaking.

Undaunted.

"Didn't I tell you I couldn't see him?"

"Yes, sir. I told him that, but he said he could fix that all right. He's an oculist."—San Francisco Examiner.

Mrs. Henpeck—We never know who our best friends are. Henpeck—That's so, my dear. Now, there's that fellow you jilted when you married me. He has never spoken to me since.—Judge.

PUFFS OF SMOKE.

HEAVY shipments have been in order with the Ruy Lopez Ca., and a full force of hands is at work in the company's model factory at Key West, Florida. John Wardlow the indefatigable president of the company gives his personal attention to the factory end of the business, and to his able management is due much of the success of the Ruy Lopez brands of pure Havana cigars. James M. Batterton, vice-president of the

they are imported and controlled exclusively by the Metropolitan Tobacco Co., 134-136 Grand St., New York. Business is better than good with all of the imported brands handled by this enterprising concern, and the establishing of the department for handling these fine Havana cigars has proven a step in the right direction and a wise idea on the part of the directors of the company.

—Business in St. Louis is good and continues to get better and



PALACE OF MACHINERY, ST. LOUIS FAIR.

company, recently returned to New York after a very fruitful trip through the West where he made several very desirable connections. The company's business may be said to be moving along in a more than satisfactory manner, and the increasing orders demonstrate the increasing demand for their 'Habana Cigars Exclusively.'

—J. Suarez Murias y Ca.'s clear Havana cigars have taken a much stronger hold on the trade since

everyone in the wholesale and retail trade is correspondingly pleased. The World's Fair crowds continue to increase but the great run of visitors will not begin for a number of weeks.

—About the first of the month E. A. Kline & Co., opened their handsome general offices and sales-rooms at 631 Broadway, New York.

—Arora clear Havana cigars, manufactured by E. Kleiner & Co.,

320-322 East 63d St., New York, continue to demonstrate their increasing popularity with smokers of fine cigars, and the factory is kept busy by the big run of orders for this brand. Lord Macauley, another well known brand of this aggressive concern, is also selling well up to the mark. Mr. Elkeles is doing good work in the Middle West and very generous orders are being received from Anton Kleiner, who is ably covering the State of Ohio.

—E. M. Schwarz & Co.'s factory at 73d St. and 2d Ave., New York, is a busy place—business is humming and everyone is on the jump to keep up with the orders for the firm's popular brands of smokes. Joseph Wertheim's recent Western trip was most successful and Milton Cohn, now in the South-Western country, is handling some fine orders. It has been found necessary to enlarge the offices of the company which heretofore were somewhat cramped and which was gradually brought about through increasing business.

—The opening of the fashionable summer resorts for years past has created a special and strong demand for La Fama Universal and the other celebrated brands, in the finer sizes, manufactured by the house of M. Stachelberg & Co.; and since the Consolidation of the Stachelberg business interests in the large factory at Tampa, Fla., the summer resort demand for their goods has seemed to show even a stronger and more steady and satisfactory increase—the present indications are that the demand for Stachelberg goods this summer will be enjoyed to a much larger extent than in the past. The B. Wasserman Co., at 77 Chambers St., New York, distributors of the Stachelberg brands

for Greater New York and Long Island, report steadily increasing orders for the goods which are "Costliest Because Best."

—The happy conceit "At the Sign of the Bull Dog," being the effective trade-mark of John W. Merriam & Co., manufacturers of "Pure Habana Segars," Maiden Lane and Water St., New York was originated by Mr. Merriam, perhaps to perpetuate the fame of Champion King Lud, the famous bull dog once owned by Mr. Merriam. King Lud II. a bull dog formerly known as Earl of Dudley, a direct descendant of Champion King Lud, is now owned by Mr. Merriam—and King Lud II. is a



KING LUD II.

Champion Bull Dog, who never fails to win several blue ribbons wherever exhibited. The accompanying illustration shows King Lud II. surrounded by the catch phrase and firm's name, making a unique and striking trademark, which ably guards and guarantees the high standard of quality of Henry Irving, Baron De Kalb, Ellen Terry and the other popular brands of clear Havana Cigars of this enterprising concern. Business with the Roycroft Segar Shop continues to improve and orders are coming in in very good quantities.

If in business for business, subscribe to THE SMOKER'S MAGAZINE.

THE SMOKER'S MAGAZINE

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When change of address is desired, both the old and new address must be given.

Subscriptions remain in force and the magazine is continued to responsible subscribers until we are notified by letter to discontinue the subscription, where payment of all arrears must be made. Advertising rates furnished upon application.

Entered as second-class matter February 1, 1904, at the Post Office at New York, N. Y., under the Act of Congress of March 3, 1879.

VOL. XII. MAY, 1904. NO. 5.

Every store can be made more attractive and prosperous looking and the business man owes it to himself to make the best possible appearance—it means nothing more nor less than good business.

Bad cigars and bad business usually go together.

Same may be said about good cigars and good business—give the best possible value you can for the money and you will have no occasion to complain about unsatisfactory sales.

Good cigars bring good smokers to the store and bring them back again for more and the smoke from

those same good cigars will cause remark and point the smokers' way to your place of business.

The hot weather is here, but there must be no let up in the cigarman's persistent efforts to please purchasers. Reduce all physical labor to a minimum—let the brain figure out how work may best be accomplished with the least possible labor.

Electric fans and iced water are almost a necessity in the well regulated cigar establishment. A cool spot and a cool drink will cause the heated traveler to linger long enough to light a Londres, or some other of your good smokes.

Throw out the disease breeding cigar cutters and lay in a choice stock of individual cigar cutters, from which you will derive a source of revenue and satisfaction that will be gratifying in the extreme.

The wealth of the United States has increased wonderfully during the past few years and there are abundant good reasons to believe that prosperity will continue with us for many years to come. During Presidential years there is usually a certain amount of "Holding off" among business men, which is not so apparent this year as in the past—business should, and will doubtless, move along smoothly during 1904.

Look ahead! The past is gone, but not always forgotten—the experience gained in the past will help you in looking further ahead and

planning for the future. Do not worry about the past—"keep your powder dry" and work for the future.

Dr. Seaver, the physical director of Yale gymnasium, suggests that the inclination of man to use tobacco is an indication of inferior mental capacity. This theory seems to be based on the alleged fact that his men of high standard do not smoke, while those who do are of mediocre attainments and low standards. From this we may deduce that Tennyson and Carlyle were "weak-minded," as they both lived in a fog of tobacco smoke. Bismark was a heavy smoker and Thackeray enjoyed a good cigar; and on this same hypothesis, that all smokers are weaklings, a list as long as your arm might be prepared, bring it down to President McKinley and accuse of "weak-mindedness." Perhaps the Doctor was "smoking" when he worked out his theory.

We ask the cigar dealer who receives a specimen copy of THE SMOKER'S MAGAZINE to kindly look it over and read it carefully, as it contains valuable matter especially prepared and adapted to his daily needs. We invite your subscription. Please examine our various premium offers and favor us with your early order, which will prove the best paying dollar you ever put into your business.

The Cigarman who has gained the smoking public's confidence is on the high road to success.

THE SMOKER'S MAGAZINE will keep you up-to-date for \$1 a year—and you get 1,000 Stickers Free.

NEW YORK AMUSEMENTS.

ONE of the most convincing proofs of the Proctor precautions against fire was demonstrated recently when a portion of the building of the 125th St. Theatre was burned. The fire occurred during the evening performance while the house was crowded, and yet there was absolutely no trace of panic. Not a single person on any of the three floors was even slightly injured—the audiences passed out in an orderly manner without undue excitement—everyone seemed to know that the theatre was fire-proof and that there was no cause for alarm. The auditorium of the house was not injured having been amply protected by a 3-foot wall. The fire precautions at Proctor are perfect and any one who visits the 23d St., 5th Ave., 58th St., 125th St., or any other Proctor theatre may witness a strictly high-class and enjoyable performance and at the same time feel absolutely safe.

The Circus Maximus, with its three big mid-air rings at Thompson & Dundy's Luna Park, Coney Island, is stupendous and varied—the world has been ramsacked for attractions that attract and enormous crowds are attracted daily and nightly. The numerous free features of Luna Park are practically a continuous performance.

All roads lead to Coney Island—it is greater Coney Island this summer, and rivals with its many features parts of the Pan-American Exposition of 1901, and many of the attractions that were at Buffalo now appear in New York and even on a grander scale.

At Dreamland, Coney Island, the open air circus, Bostock's Menag-

erie, Wormwood's Circus, the Boys in Blue, The Last Days of Pompeii, Fish Pond, and the great spectacular Fighting the Flames are now in full swing.

"The Man from China" is still at the Majestic.

The Academy of Music continues to present "Two Little Sailor Boys."

At the Belasco, "Sweet Kitty Bellairs," and Henrietta Crosman continue their immensely successful run.

At the Casino, "Piff, Paff, Pouf," will probably run right through the warm weather.

Write for it To-Day.

NEARLY every man, or boy, has many leisure moments that he would like to trade for good American dollars—this can be readily done, and the first step to bring about that desirable end is to write the Kelsey Press Co., Meriden, Conn., for their handsome illustrated catalog, which will demonstrate clearly "How to Make and Save Money and Increase your Business" on a very small investment. It is easy, interesting and profitable employment for man or boy. You will do any young man a favor by speaking to him about this—both of you can Make Big Money. Don't delay—write today.

She was young and innocent and it was her first visit to the country. She walked down to the pasture gate, where the farmer was milking his cows. Several calves that were there gamboling upon the green attracted her attention, and she exclaimed: "Oh, look at the little calves!" "Them ain't calves, miss," replied the farmer, "they're bullets."

IN THE SMOKE HOUSES.

SUCCESS seems assured to the well equipped cigar store which was recently opened by Barrows & Faber, Long Beach, Cal., where a fine stock of select goods is displayed.

—In Spartanburg, S. C., the cigar store recently conducted by Bean & Goff has been acquired by Thos. L. Bean.

—One of the finest cigar stores in Rochester, N. Y., is that of Geo. K. Vincent, at 356 Main St. East, which has been redecorated and refitted in a handsome manner. Mr. Vincent's popular assistant, A. T. Sours, Jr., is ever ready to cater in a courteous manner to the public and hand them out the very best goods on the market.

—Seeley & Nesmith have purchased the widely known cigar establishment of C. T. Seeley & Co., at Missoula, Mont.

—The popular and well-known cigarman Joseph T. Snyder has opened a very handsome cigar stand in the new Lafayette Hotel, Buffalo.

—The cigar business of John J. Bell has been purchased by E. E. Tucker, Wilmington, Del., who is well able to conduct it along the right lines.

—One of the handsomest and most attractive stores in Pittsburg is that of the R. & W. Jenkinson Co., at Superior and Bond Sts., which has recently been remodelled and decorated in green and gold and new fixtures installed. D. C. Shuler has charge of the store.

—Merchants' Cigar Co. has acquired the cigar store recently conducted by Lavey Bros., Toledo, Ohio.

—H. J. Richmond has an attrac-

tive store in Los Angeles, Cal., where he is doing a good business with a choice line of high-grade goods.

—P. H. Eisenberg has recently taken possession of that famous cigar store, 292 Third Ave., New York, which bears the distinction of housing the "292" brand of cigars for 41 years—since 1863. Mr. Eisenberg's former place of business was at 133 Third Ave., and from the present outlook his prosperity will not cease with his change of address.

—W. A. Cowell has succeeded to T. A. Wragg's cigar business in Earleville, Ia.

—Extensive improvements and alterations have been made in the cigar establishment of Edward Alard, on Main St., Winooski, Vt.

—B. D. Kane is now in possession of the cigar establishment formerly owned by J. R. Kane & Co., Keyport, N. J.

—The opening of the new branch cigar store of the Frisch Cigar Co., at 237 7th Ave., N. Y., was a very brilliant affair, and was attended by Mr. Frisch personally. This location was formerly occupied by Tillman & Dreyson. The Frisch Co. has taken possession of the old Park Row store, which has been handsomely and elaborately fitted out and bears the earmarks of success.

—In Fort Collins, Colo., the cigar establishment of Thos. Rimmer has been acquired by Theo. Lang.

—A. J. Town & Co., have opened a new cigar store at 12th St. and Fairmont Ave., Philadelphia, which is conducted by Mr. Town personally. P. Taylor, one of the members of this enterprising firm, still has charge of the handsome estab-

lishment at 2008 South St., that city.

—Up-to-dateness is shown in the new and sumptuous cigar and tobacco establishment recently opened by Jos. H. Levy, 132 Euclid Ave., Cleveland, Ohio.

—Hustling and genial cigarman H. R. Daniels is doing a good business at the Value Cigar Store, 14 Beekman St., New York, where he gives away on Saturday either a Cecil 5c. cigar or package of Senator Evarts tobacco cigarettes.

—W. W. Burnap is the new proprietor of the neat cigar store recently owned by Andrew Jenson, Fitchburg, Mass.

—Business with the cigar stand in the New Hotel Jefferson, Kansas City, Mo., is at its height. It is owned by the hotel, but is in full charge of Miss Lindsey, who has had considerable experience in the cigar line in the Oriental Hotel, Dallas, Texas.

—What looks very much like success is the well equipped cigar store under the aggressive management of Fred Parsons, Ithaca, N. Y.

—William Salsbury has purchased the cigar store of F. E. Tucker, Sayal, Pa.

—Under the able management of O. Van Winkle a very handsome cigar establishment has been opened in Towanda, Pa.

—The well-known and popular Southern tobacconist, W. J. Govan, of Atlanta, Ga., has purchased the cigar business of J. S. Holland, & Son at 19 Peachtree St., and also sold out his store at 26 Marietta St., to W. I. Walker.

—James Jones has purchased the cigar store in Chester, Pa., from W. H. Jones.

—C. P. Dominick has bought out the cigar business of Euclid Forest,

Bridgeport, Conn., which he has modernized and improved and well stocked.

—The cigar establishment of O. M. Wright, Boulder, Colo., has been purchased by Wright & Fish.

—H. E. Spear is now the courteous cigarman-owner of the cigar store recently conducted by L. L. Bradford, Denver, Colo.

—The cigar business of John Cottrill has been purchased by Jacob Hetzel, Rochester, Minn.

—Santa Ana, Cal., has a handsome cigar store of the first-class, under the able hand of W. A. Tucker who is showing that thorough experience brings success.

—A. J. Bongan has purchased the cigar store of Lee Wakefield, Fresno, Cal., where he has made some changes and added more choice goods to an already full stock.

—E. Gardner is now in possession of the cigar establishment formerly owned by Thomas Hogan, Rockford, Wash.

—Wilkesbarre, Pa., has an attractive tobaccoery of the newest model on North Main St., which is being conducted in an enterprising manner by the able proprietor, Thos. McAndrews.

—A very handsome and finely fitted up cigar store has been opened in Earlville, Iowa, by the enterprising cigarman, W. A. Cowell.

—The cigar and tobacco store formerly conducted by Mirsky Bros., San Francisco, Cal., has been lately acquired by B. Mirsky.

—Up-to-dateness is shown in the attractive cigar store recently opened by John J. Battle, 837 Broadway, Albany, N. Y.

—The cigar store which was recently managed by Frank Zalsaff,

in Bradford, Pa., has been purchased by J. Eisenman & Co., who have greatly improved the establishment.

—An up-to-the-minute cigar store has been opened by Sol R. Scott, at 305 E. Main St., Galesburg, Ill.

—Michael Conway is the new proprietor of the neat little cigar store recently owned by P. T. Tahany, Corning, N. Y.

—The cigar store of R. Eldam, Reading, Pa., has been purchased by Alfred Knapp.

—The cigar store formerly owned by Perry & Welso, Detroit, Mich., has been purchased by James A. Barron, who is showing his ability to run the business in first-class style.

—The new cigar store of W. H. Savage, at 184 Main St., Fitchburg, Mass., is attractive and neatly fitted out, well displays the choice stock of goods and bears the stamp of prosperity.

—Jere Mackessy has purchased the cigar establishment of Jas. W. Burke, Washington, D. C., which promises to be a more pronounced success under his aggressive management.

—W. H. Campbell is the hustling owner of a handsome cigar store in Oklahoma City, Okla.

—The cigar store of J. F. Gup-til, Kimball, Minn., has been purchased by the well-known cigarman, G. T. Greeley, who is making a great success.

—Fred Baumann has opened a very neat and attractive cigar store, next to the United Co.'s store, at 220 Main St. East, Rochester, N. Y., and has placed Bob Harvey in charge, thus showing his good judgment.

MI FAVORITA

CLEAR HAVANA CIGARS.



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No Nicotine, No Mouthful of Bitter
Juice, No Old Pipe Odor, if you smoke

THE MAY BELLE



Patented June 10, 1902.

SAURMAN'S New Era Pipe

It's easy cleaned, don't get rank; \$1.00
with solid rubber or horn stem.

With fine amber stem, \$2.50.

With fine amber stem, heavy silver
ferrule, \$3.50.

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THE WORLD OF TOBACCO.

PROVE that President Roose-
velt is not a smoker and a
chewer and I will give the
Anti-Cigarette League \$50," re-
cently said Carrie Nation. Lucy
Page Gaston is now exhibiting the
message following, which is signed
by the President's secretary:

"The President does not and
never has used tobacco in any
form."

—Business generally with the
tobacco trade is reported much bet-
ter than it has been for some time
past and is showing a steady and
goodly increase—few complaints
are now heard and the retail busi-
ness can be said to be much better
than is usually expected at this
season of the year.

—Hundreds of packages of ci-
gars have been received through
the mails from Government officers
in the Phillipines and last month
the custom officials seized a quan-
tity of cigars at Wilmington, Dela-
ware, claiming that this smuggling
through the mails had been going
on for some time.

—The Court of Appeals has
handed down a decision which de-
clares that the portion of the flag
law enacted by the New York Leg-
islature of 1903 prohibiting the use
of the American flag for advertis-
ing purposes is unconstitutional.

—Cuba's rainy season has set in,
but it has caused no interruption in
the work of the various cigar fac-
tories—business is moving along
actively. The present weather is
all that could be asked for to facili-
tate the packing of the new crop
of leaf.

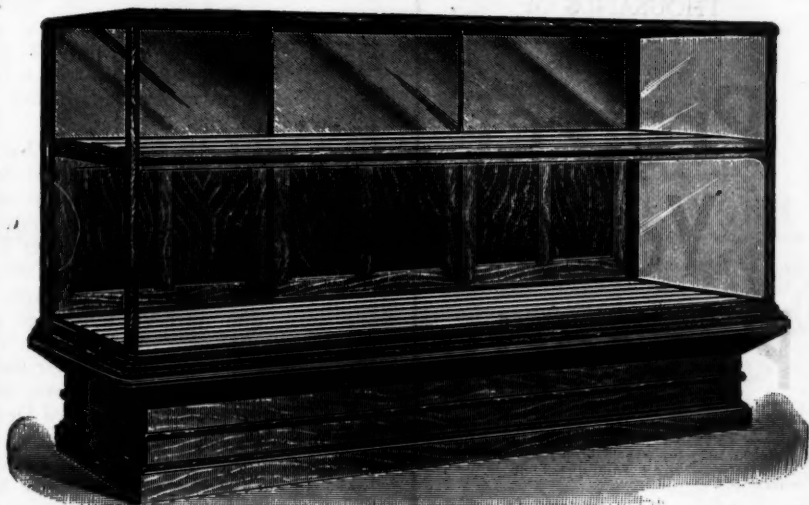
—After June 1st all of the trad-
ing stamp companies will print the
nominal face value on each of their
stamps, which is in accordance
with the law recently passed by
the New York Legislature taking
effect on the date before men-
tioned. It is understood that each
book of 1000 stamps will be re-

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JOHN HOFMAN CO.,

MANUFACTURERS OF **HIGH GRADE**

SHOW CASES,



No. 62.—COMBINATION CIGAR AND MOISTENING CASE.

Store Fixtures and Interior Woodwork

FROM ORIGINAL DESIGNS.

**We want you to send for Illustrated Catalogue and
mention The Smoker's Magazine.**

Office and Factory: **ROCHESTER, N. Y., U.S.A.**
30 & 32 SOUTH WATER ST.,

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**SOME DO—SOME DON'T
DON'T BE A DON'T**

Register YOUR BRANDS

**A
GOOD NAME
FOR A CIGAR IS WORTH
THOUSANDS OF
DOLLARS.**

Protect Your Property

The longer a brand is used the more valuable it becomes, and even though you have used an unregistered title for years, it may some day cost you considerable to establish your claim of ownership.

**Have Your Brands Registered
For Your Own Good.**

We have the best and most up-to-date facilities for Registering Brands, and guarantee *Superior Service* in every particular.

**Registration with Sealed Certificate, \$1.00
Search, Resulting in Rejection,25**

Cash to accompany all applications.

**The Smoker's Magazine Co.,
Times Building, New York.**

**Red Register
Bureau.**

deemed for \$1 in cash or a certain premium that the holder may select. The stamp systems conducted by the proprietors of stores themselves are exempt from printing the value on each stamp—all others will doubtless carry the value of one-tenth of a cent or one mill each.

—H. G. Silverstone of 283 Bowery, New York, who was indicted for substituting or box stuffing recently pleaded guilty in the U. S. Court and was dismissed with a reprimand by Judge Thomas. Rather a light sentence, it would seem.

—J. Pierpont Morgan of New York is said to have his cigars made for him in Havana and for which he usually pays \$450 per thousand. Each cigar carries a red band with Mr. Morgan's initials in embossed gold letters.

—The Metropolitan Tobacco Co., of New York, announces that the price of Duke's Mixture will be advanced May 16th, as follows: 1 2/3 oz. package, at 39c. per lb.; 3 1/3 oz. package, at 39c.; 8 oz. package, at 36c.; 16 oz. package, at 35c. The quantity allowance on Duke's Mixture of 3%, when ordered in lots of 2,500 lbs. or more to be made in one shipment, will remain in force. The price of Drum cigarettes has been advanced to \$1.65 per thousand, and Old Dominion cigarettes and Tolstoi No. 2 cigarettes to \$3.80 a thousand.

—There are no idle cigarmakers in Tampa and many of the manufacturers find it difficult to fill vacant places at their working tables. The sale of revenue stamps for the month of March was considerably larger than the corresponding month of last year and it therefore seems unnecessary to say that business is good in Tampa, and without doubt the present year will prove far and away the best in the history of that clear Havana cigar centre.

—The Canadian cigar making industry has not made such rapid

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It is easy work and profitable employment, and will take but little of your spare time. If you are in the trade it will prove an especially attractive side line for you; while if you cannot take it up, please show this to some bright young man and have him write us at once for particulars and liberal terms.

The Smoker's Magazine,
41 Park Row, New York.



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But You'll Not Get Stuck.

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GUMMED
LABELS**

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WITH ORDER.

\$1.⁰⁰

Advertise Your Store.
Increase your Business.

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DEALER IN
FINE CIGARS,
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Hustletown, N. Y.

READY MADE, 1 1/2 x 3 1/2 INCHES.

necessary. Neatly printed on *best* gummed paper in assorted colors, and mailed promptly (in about 10 days) in a specially made box that will keep them in perfect shape. Don't wait until you're all out. Order now.

Anything you want on them; but the less you have, the better they will show up.

This label contains all that's necessary.

YOU WANT MORE?

ALL RIGHT! Send us

\$2.⁰⁰ FOR 5000

OF THE BEST GUMMED LABELS MADE.

The Smoker's Magazine,
41 Park Row, New York.

2c. STAMPS ACCEPTED.

strides as other lines. A total of 6,283,288 cigars were made of native and imported leaf and 2,281,360 of domestic leaf were made in 1903.

—To increase the revenue the San Domingo Government has imposed an import duty on tobacco amounting to 22% ad valorem. Consul advices say the industry is threatened with depression.

—The Retail Cigar Dealers' Association of New York has increased the price of Red Label stogies to \$11.50 M. owing to increase in the manufacturer's price.

—The Metropolitan Tobacco Co., announce that the price of Veteran, long cut, 2 1/2 oz. foil packages, have been advanced to 27c lb. When one pound of Alarm (25c lb) is bought in conjunction with 5 lbs. of Veteran a special concession of 2c lb. is made on Veteran. Growler tobacco, which will in future be sold by the American Tobacco Co. instead of Spaulding & Merrick, is added to the list of lower goods on Duke's Mixture, and when 5 lbs. of each are purchased in the same order an allowance of 3c lb. is granted on the Duke's Mixture. The price of Carlton Club cigarettes is \$20 M.

—The United Cigar Stores Co. has closed the old Howe store Dearborn and Monroe Sts., and also the store at 112 Clark St., Chicago.

—Continued improvement is shown in Key West's business and nearly all the factories are working with full forces and manufacturers are preparing for a brisk fall trade as every indication seems to point to still bigger business.

—The Retail Cigar and Tobacco Dealers' Association of New York has planned to adopt a sickness and death benefit for the insurance of its members. The business of the Association is making rapid progress along most profitable lines; and exclusive control for the

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PUSH YOUR BUSINESS



During leisure hours you can easily print your own cards, envelopes, letter-heads, labels, etc., and also make much money by printing for your friends and neighbors and the business men in your vicinity.

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An "Excelsior" will make and save money for you.

Fortune favors those who make the most of their time. Every business requires printing and an Excelsior Press in your office, store, hotel, shop or in your home, will do it cheaply and well—it will save more than half the cost of your printing and enable you to do more advertising for less money and thus increase your business.

Buy a press for yourself or your son—you will both enjoy printing and at the same time earn many dollars. What other amusement will give him fun, pocket money, and improve his spelling, punctuation and grammar, and educate him to be a successful business man?

Send at once for our illustrated catalog giving full particulars and *factory prices* of presses, type and material. Don't delay. Write Today.

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U. S. STANDARD

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Is a perfect scale, 9½ inches long, that tests and weighs coins with the utmost accuracy, measures the exact thickness and diameter of all the principal U. S. Gold and Silver Coins and enables you to DETECT A COUNTERFEIT in an instant.

The scale is constructed on scientific principles, yet it is simple and easily understood; and being made of one solid piece of brass and heavily nickel plated, no handling can affect its perfect action when placed on a level surface.

What is

**PROTECTION
AGAINST FRAUD**

Worth to you?

Upon receipt of \$1.25 your name will be entered for a year's subscription to

**THE SMOKER'S
MAGAZINE,**

and one of these Detectors, in a neat box, sent you by prepaid mail.



The Smoker's Magazine Co.,

Times Building, :: New York

State of New York of London Whiff stogies, has been secured.

—During 1903 the District of Florida produced 235,600,000 cigars, of which 200,000,000 were made in Tampa, and about 36,000,000 in Key West and the balance of the State. This total is less than 5,000,000 under the number of cigars made in Havana during the same year—42,000,000 of which were sold in the United States, which is only about one-fourth of the number of Tampa-made cigars that are smoked in this country annually. Hurrah for Tampa!

—The representative cigar manufacturers of Chicago have organized an association to resist the excessive demands of the cigarmakers' union.

—Trade reports from Kansas City show great improvement, and the cigarmen all seem to be doing an excellent business.

—The Acker, Merrill & Condit Co., was incorporated in Jersey City recently with a capital of \$10,000. The incorporators are: Wm. S. Woodhull, Addison Ormesbee and Francis Dana, all of Jersey City. The object of the company is to take charge of the New Jersey stores opened by the parent company of New York.

—The Ruy Lopez Ca., of New York and Key West, has adopted the title "El Gallo," for a brand of clear Havana cigars—an illustration of a game cock will appear on the label.

—The contract for 300,000 lbs. of plug tobacco for the U. S. Navy was recently awarded to Larus Bros. Tobacco Co., of Richmond, the price being \$120,000. The firm of Butler & Boshier have had the navy contract for a number of years past.

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Mary Magdalene's Grave.

Fifteen thousand pilgrims annually visit St. Baume, in Provence, not far from Marseilles, where Mary Magdalene is said to have spent the last thirty years of her life.

The legend, according to the Nouvelle Revue, runs that Mary Magdalene came from Judaea in a small boat with Lazarus, Martha, the two Marys and Salome, bringing with them the body of St. Anne, the head of St. James the Less and a few wee bones of the innocents massacred by King Herod. But from early ages this story has been disputed, and the Abbe Duchesne, one of the most erudite writers on the early Christian saints and martyrs, considers that the relics of Mary Magdalene were probably sent from Constantinople about the seventh century. A Greek breviary, however, speaks of the saint as having died at Ephesus.

Nature's Sweet Refrain.

A former assistant secretary of the Interior who lives in Washington bears the same name as a poet who hails from Pennsylvania. The ex-official received a letter which he considers a remarkable epistle. The writer confounded him with the poet and wrote:

Dear friend and statesman: I rite you the earliest dait to be so cind as to do me a fafor. I haf trid all cinds of paten medisin for hart decease an no avall. I read your little pome on Hart decee beginin

"The hart which sad tumultus beets,
with throbs of keenest pain
will oft recover its defects

Thro' naturs sweat refrane."

I haf never trid an injun doc but haf took all cinds of erbs. I now ask you to send me by return male 2 bottles of your medisin naturs sweat refrane. Send to ---,

Postoffice, Pa.

P. S.—I will sen prise by return male.

Silent Great Men.

The list of silent great men is a long one. Especially is this true of noted warriors. Wallenstein, Wellington, Von Moltke, Grant, Marlborough, Charlemagne, Hannibal, Cæsar, all gave their orders in as few words as possible and demanded like brevity from their subordinates. It is said that Marlborough never allowed more than a minute for a verbal report, and it is told of Von Moltke that when an aid-de-camp brought a written message that France had declared war the great general simply ordered it filed in the "second pigeonhole on the right, first tier." In that pigeonhole were complete plans for the successful campaign that followed.

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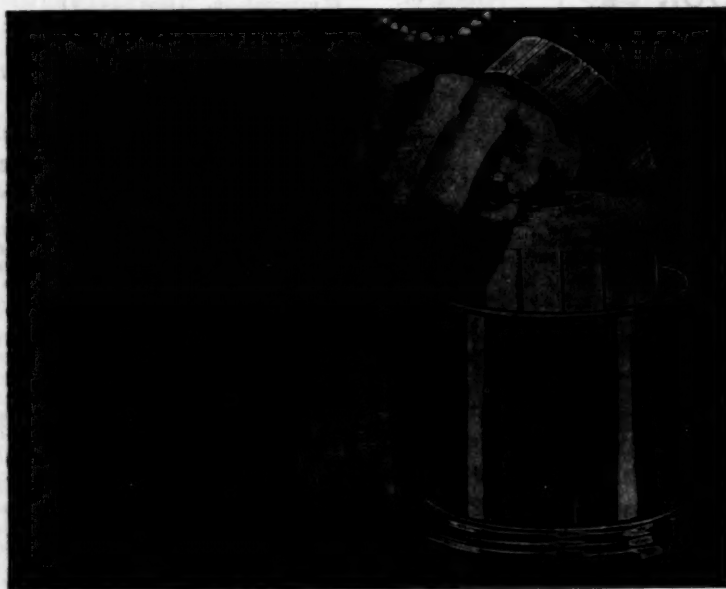
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